

SYSTEM AND METHOD FOR ANALYZING WEB-SITE USAGE DATAAbstract

The present invention provides management of entity profile data to effectively process, analyze, and review entity profile data. More specifically, the present invention provides a unified data analysis and processing scheme to break down and review entity profile data. The present invention also provides an interactive visualization tool for the strategists and web site-maintainers to effectively and efficiently review entity profile data. This tool provides strategists and site-maintainers an easy method of managing web-sites and optimizing web-site design for customers of interest.